RETURN BALLOT BY

R-5514 B

Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows: N7 - 5 packs and K3 - 5 packs. Remember, you do not have to smoke all of the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in the enclosed postage-paid envelope. Thank you very much - your cooperation in this test is most helpful.

D. F. Reynolds
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked N7 and then the cigarettes marked K3. Then compare the two cigarettes with each other and complete the questions below.

Which cigarette:	N7	K3	No Difference
1. has more total taste?			
2. has an off-taste?			
3. is harsher?			
4. is more spicy?			
5. is sweeter-tasting?			
6. is more bitter?			
7. is more tobacco-like in flavor?			
8. has the better aftertaste?			
9. has more menthol coolness?			
10. Which do you prefer? (choose one)			

11a. Check the box that best describes how you feel about the overall acceptability of the cigarette coded N7.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

11b. Check the box that best describes how you feel about the overall acceptability of the cigarette coded K3.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

12a. Would you buy the N7 cigarette if it were available now?

definitely not	probably not	possibly not	uncertain	possibly	probably	definitely

12b. Would you buy the K3 cigarette if it were available now?

definitely not	probably not	possibly not	uncertain	possibly	probably	definitely

10003594458

Source: https://www.industrydocuments.ucsf.edu/docs/yqgk0000